

**ABSTRACT:**

The invention describes a plasma picture screen, in particular an AC plasma picture screen, with enhanced luminance. The front plate (1) comprises a glass plate (3) to which a dielectric layer (4), a UV-reflecting layer (8), and a protective layer (5) are applied. The UV-reflecting layer (8) shows a high reflection in the wavelength range of the plasma emission ( $> 172$  nm) and a high transmission in the visible wavelength range. The UV-reflecting layer (8) reflects UV light (12) emitted in the direction of the front plate (1) back towards the phosphors (10).

Fig. 1.